# Memorandum 13-046 Logo and Graphic Use Standards for the City of Homer

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TO: Mayor Wythe and Homer City Council
THROUGH: Walt Wrede, City Manger
FROM: Graphic Standards Team (Nick Poolos, Rachel Tussey, Melissa Jacobsen and Katie Koester)
DATE: March 20, 2013
SUBJECT: Logo and Graphic Use Standards for the City of Homer

The purpose of this memo is to show what a memo under the proposed new design template would look like when filled with text. It is also an opportunity to introduce the City of Homer Logo and Graphic Use Standards Manual attached and provide some history on the project.
A team of four City of Homer employees, Nick Poolos, Rachel Tussey, Melissa Jacobsen and Katie Koester have been working for the last few months on developing a comprehensive 'brand' for the City of Homer. The need arose when staff was asked for a high resolution copy of the City of Homer logo and realized the City has no vector, or very high quality line drawing, version. This means that when printed large the lines are fuzzy and the City does not look its best. It is common practice both in the private and public sector to establish certain colors, fonts, and uses of a logo to keep the organization looking polished, professional and easily recognizable in the public eye.
The intent of this project is not to reinvent a new color scheme, logo or branding for the City of Homer. Rather, the objective is to standardize the different colors, logos, and styles the City traditionally uses. Standardization will make coming up with professional product, be it a memo, power point, ball cap or business card easier and ensure that it is consistent with the rest of City of Homer product.
The Graphic Standards Team took the four colors established by the City of Homer in 1984 (gold, white, black and blue) and assigned color swatches to them so the colors could be consistently reproduced. The green from the website was also incorporated. The two logos, the Port and Harbor/ Pubic Works logo and the City of Homer four color logo were combined into one consistent logo that can be used on City Hall letter head or the side of a Public Works vehicle.
The proposed graphic standards and logo was shown to department heads on February 12, 2013 and their feedback was incorporated. If the City Council adopts the City of Homer Logo and Graphic Usage Standards, templates will be available on the shared drive for each department to download and the attached Manual will be distributed to employees for reference. No extra expense will be incurred as application of the 'refreshed' logo will be phased in as new product is purchased. There is design consistency in both versions of the logo to smooth this transition.
Related Resolutions**Memorandum - Related Resolutions:** Resolution 13-028 Adopting the City of Homer Logo and Graphic Usage Standards

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